money according to the transferred data, after having contacted directly the Member concerned. In such a case, if the Store has no stock of ordered goods, the Store is able to get the goods concerned from the Headquarter or through there. The EC using such Home Pages on Internet is executed in that way. In the System, each Member Store does not need to create/maintain/control its Home Page and is able to show the customized Home Page to its members. Moreover, each Store can supply many kinds of goods information, not only for its own stock items but also for other goods based on the huge scale of data in Headquarter.

I. Basically, in the execution form mentioned above, each Member Store shall be identified by the URL sent from M. Server. It is also possible for each Franchise Store to set the section to identify the Store in its Member's ID No./Password so that H. Server 10 may specify the Franchise Store based on the Member's ID No. or Password . Besides transferring the received order data to the Store via Internet, such data may also be sent by documents or in other transfer ways. The basic way is to create the customized Home Page for each Franchise Store, although you may omit the Home Page creation and operate the System.

With the Invention, as described above, H. Server shall identify the Store to which the Member belong, by the URL or ID No. input by the Member for example, when the Members collected by each store order some goods, through the Home Page created by Headquarter. Then, such received order data shall be transmitted to the identified Store. Therefore, the Franchise Store is able to execute EC with Internet, by delivering the goods to the Member concerned and receive the money from the Member according to the order data, even if the Store does not have its own Home Page. Especially, such a Store is able to use a huge volume of goods data and goods in stock owned by the Headquarter. Also, when any procedures related with copy rights of records/CD are required, the Headquarter shall do it for the Member Store, and each Store will enjoy executing EC efficiently at low costs. When a Member belonging to a Store has accessed H. Server via Internet, the customized Home Page is displayed to the Member and he/she feels as if he/she was trading directly with the Store to which he/she belongs , without awareness of the Headquarter.

Consequently, the Franchise Store concerned is able to appeal its existence more effectively and to promote its sales activity.

control.

Make the connection between Server 10 used by the Headquarter enlisting Franchise Stores and Client Server 30 used by the Member collected by Franchise Stores available through Internet 40. Moreover, the Server 10 is equipped with the functions to store Merchandise Information piling up goods data, to inform Franchise Stores when their Members have accessed and to receive orders from Members or non-Members placed through the Home Page.